

VOLUME I **WELCOME**

In the last three decades of the 20th century, one city in the Americas seized its destiny as a global force for human rights and set free a spirit of change that helped reshape the values of civil society in the United States and around the world.

On the strength of its values of openness and equal opportunity—and its unrelenting entrepreneurial dream—Atlanta rose to become an international beacon of unity in diversity and fulfilled the economic promise of prosperity for anyone and everyone with the talent and drive to achieve their goals.

**ATLANTA:
GATEWAY TO THE FUTURE**

The imaginative ability of the city's leadership to align the political demands of social change with the unfolding opportunities of economic growth gave Atlanta unrivaled momentum. Throughout the 1990s and into the current cycle of recovery, Atlanta led the U.S. in job creation—and became the most formidable new destination of global trade in the nation.

While building its international profile, Atlanta succeeded in elevating its grand tradition of Southern hospitality—sustaining a gracious style of living that has made it a magnet for people who value quality of life—who want a hometown that balances a beautiful natural setting, a robust corporate community and a cultured atmosphere for living, working and growing.





It is an honor for Atlanta to be able to extend its hospitality—and its vibrant values of inclusion—to the Free Trade Area of the Americas (FTAA) Secretariat. Be assured that this city will marshal all of its considerable resources to help you build global momentum for the 21st century—and welcome you with bonds of friendship into this thriving, growing, global community.

ATLANTA

In Atlanta, a warm welcome and a personal embrace are part of the tradition of Southern hospitality that sets the city apart. Within this volume, a group of Atlanta's leading citizens has stepped forward to extend its hand to the nations of the FTAA and offer personal insights into the wealth of the city's attractions and appeal...

IN 30 WORDS OR LESS.





01. VISION

“Over the years, The Carter Center has become a destination for global leaders and communities seeking political and social transformation. We help foster positive change around the world and are dedicated to nurturing democracy and transparency wherever we’re invited—all in a global drive to elevate human equality. We have always believed in the free interaction of cultures represented by the ideals of the FTAA. It isn’t just a nice idea to us—it is a mandate of the human spirit and the heartfelt desire of people everywhere who share a vision for a better world.”

**Jimmy Carter, 39th President of the United States,
76th Governor of the State of Georgia, Nobel Peace Prize
Laureate and Founder of The Carter Center**

A forum on Financing Democracy in the Americas convened more than 100 leaders from across the Americas at The Carter Center in 2002. The conference, one of many since the Center’s founding, created a compelling and dynamic dialogue on the relationship between campaign finance and democratic

institutions in the Western Hemisphere. The Carter Center—and the Atlanta business community that supports it—is committed to fostering the open relationships that will ultimately define—and unite—the Americas in the 21st century.





02. SPIRIT

“Expanding trade in the 21st century must be linked to the spirit of economic justice and human rights. Locating the Secretariat of the FTAA in Atlanta will help to promote these values as we seek greater prosperity throughout the Americas.”

**Coretta Scott King, Founding President,
Chair and CEO, King Center for Non-Violent Social Change**

A handwritten signature in black ink that reads "Coretta Scott King". The script is elegant and fluid, with a large, sweeping loop at the end of the last name.

The Martin Luther King, Jr. Center for Non-Violent Social Change carries on the work of the Nobel Peace Prize Laureate and leader of the Civil Rights Movement, providing inspiration, information and education to those engaged in the struggle to ensure that all people enjoy equal rights in civil societies everywhere.

A photograph of a white marble headstone for Rev. Martin Luther King Jr. The stone is set against a light-colored wall. It features decorative carvings of oak leaves in the corners. The text on the stone is in a serif font. In front of the stone are several large floral arrangements, including red carnations, white chrysanthemums, and red roses, some tied with pink ribbons.

REV. MARTIN LUTHER KING,

1929 — 1968

“Free at last, Free at last,
Thank God Almighty
I am Free at last.”



03. INNOVATION

“The most important thing you need to know about Atlanta is that it’s a great launching pad. There’s no limitation here on how far an idea can go. In the late 1970’s, I started thinking about creating a 24-hour all-news network, but even I didn’t think CNN would be as successful as it has become. Revolutionary ideas are born all the time—most of them die an early death—but I think the ones nurtured in Atlanta have a better chance of being realized.”

**Ted Turner, Founder of CNN and
Turner Broadcasting, Noted Global Philanthropist**

A handwritten signature of Ted Turner in black ink, featuring a stylized, cursive script.

CNN, the original 24-hour cable television news service, has grown from its start in Atlanta to become a global network that broadcasts in more than 200 countries. Turner Broadcasting operates many of the most powerful and well-established networks in entertainment and news, including the Cartoon Network, Turner

Classic Movies and TBS Superstation. Internationally, Turner Broadcasting airs more than 30 language- and region-specific versions of its news and entertainment networks, including CNN en Español.





04. COURAGE

“The interaction of business and government leadership in Atlanta has produced a model of public/private enterprise that many cities aspire to imitate—a model that efficiently facilitates the kind of support and services the FTAA Secretariat deserves. Atlanta has always had the courage to make the hard decisions—to shift and share power in ways that open new doors, generate change, set new trends and foster inclusion. The business community is very engaged in shaping the future of this city. To that end, the commitments of our business community to the FTAA are strong. We’re looking forward to demonstrating our public/private commitment to you.”

**Tom Chapman, Chairman & CEO, Equifax Inc.,
and Vice Chairman, Hemisphere, Inc.**

A handwritten signature in black ink that reads "Tom Chapman". The signature is fluid and cursive, with a long, sweeping underline.

The strength of Atlanta’s robust economy and powerful business community is reflected in the fact that the city continually leads the nation in the business of economic development. During the past 10 years, Atlanta has built nearly 40 million square feet (3.7 million square meters) of new office space, more than 30,000 new hotel rooms and added more

than 626,000 new jobs to an economy that has consistently led the United States in job growth. And the future looks just as bright. Today, the city has more than US\$14 billion in new construction projects under way—a massive amount of development for any city anywhere.





05. LEADERSHIP

“Atlanta’s rise to international prominence was built on a partnership of government, academic, business and community leadership that I believe is unique to this city and state. Our common purpose is to create a better future for the growing citizenry of Georgia, which includes thousands of people arriving into our region daily. This unique relationship has engendered an enlightened style of leadership that is bold in its vision, flexible in its approach, and uncompromising in its drive for success. The strength of this public/private partnership is reflected in Atlanta’s quest for the FTAA Secretariat as it was in our quest to secure the 1996 Centennial Olympic Games. I extend my welcome to you on behalf of all the citizens of Georgia and I want you to know that this partnership tradition will extend to the FTAA. The state, in conjunction with the city, will leverage our considerable resources to achieve the FTAA’s goals.”

**The Honorable Sonny Perdue, Governor
of Georgia and Chairman, Hemisphere, Inc.**

The State of Georgia has reached beyond its borders to build a broader partnership in support of Atlanta’s bid for the FTAA Secretariat. Leading states in the Southeast U.S., such as Louisiana and Tennessee—have pledged their support of the bid, ensuring an extended sphere of regional political influence for the

FTAA. Atlanta’s leadership role in the Southeast U.S. and its robust economy—which would rank as the 31st largest in the world if Atlanta were a country—ensures that the FTAA Secretariat will have strong allies in Washington, DC, as well.





06. PRESENCE

“Atlanta is an open city that treasures its diversity and welcomes everyone into its family. It is a place of unmatched opportunity, which is why I believe it has grown faster than other major metropolitan areas in the United States in each of the last three decades. From its beginnings, Atlanta has always served as a great crossroads of transportation, trade and culture—a gateway to the future. The fact that more passengers pass through Hartsfield-Jackson Atlanta International Airport than any other in the world is a tribute to the foresight of my predecessors who envisioned the promise and potential of Atlanta emerging as a global capital of transportation and commerce. It is this vision we are carrying forward with our bid for the FTAA Secretariat.”

The Honorable Shirley Franklin, Mayor of Atlanta

A handwritten signature in black ink that reads "Shirley Franklin". The signature is fluid and cursive, with the first name "Shirley" and last name "Franklin" clearly distinguishable.

Atlanta’s airport has emerged in the last 30 years as a major hub of international travel. Expanded to its current dimensions in the 1980s and 90s, Hartsfield-Jackson Atlanta International Airport is currently undergoing a US\$5.4 billion development that will expand it by a third, add a new fifth parallel runway and a new international terminal—ensuring its position as the world’s most efficient and

busiest passenger airport. After the expansion, the airport will be able to handle 121 million passengers a year, more than any other airport in the history of flight. The airport’s growing stature as a global gateway of trade will reach a new peak in 2004, as an unprecedented 81 million passengers travel through this single site.





07. CHARACTER

“People are always stunned at Atlanta’s ability to reinvent itself—to rise like the mythical phoenix from its own ashes to nimbly shift direction and become something new. They forget that Atlanta is the only U.S. city destroyed by the fires of war—and before it was 20 years old, this city had to rebuild itself from the ground up. Reinvention is part of Atlanta’s core character.”

**Sam A. Williams, President,
Metro Atlanta Chamber of Commerce**

A handwritten signature in black ink that reads "Sam A. Williams". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

The mythical phoenix—a bird that rises from its own ashes to fly again in an endless cycle of reinvention—is the symbol of Atlanta. In 1864, at the end of the Civil War, Atlanta was burned to the ground by the Union Army—a scene immortalized in the 1939 movie classic,

“Gone With The Wind.” Atlanta had 4,000 buildings when the firestorm started and only 400 when the flames were doused. From these ashes a modern city was built that is now the economic and cultural capital of the Southeast U.S.





08. PASSION

“I moved to Atlanta three years ago to become music director of the great orchestra here, and have never felt so welcomed. This is a thriving metropolis that still lives Southern hospitality—and loves music. That so many have rallied behind building our new Symphony Hall is deeply inspiring. It will be state-of-the-art, an acoustic wonder, and unique in the world. I look forward to that magical evening when Atlantans can hear their orchestra in a hall worthy of the greatness of the music and the aspirations of our city.”

Robert Spano, Conductor, Atlanta Symphony Orchestra

The Atlanta Symphony Orchestra is one of the top orchestras in the U.S.—and one of the youngest to achieve prominence on the global stage. Since 1945, it has grown from an all-volunteer youth group to become a major U.S. orchestra that is internationally recognized for its repertoire and musical precision. The next chapter in the Orchestra’s exciting history is currently unfolding as plans for the new Symphony Center begin to take shape. Designed by world-class Spanish architect

Santiago Calatrava, it will combine office, retail and arts space, and establish another anchor venue in Atlanta’s Midtown arts district. The new Symphony Center will feature one of the most uniquely designed concert halls in the world, and will be a ground-breaking, aural-engineering marvel—with a movable, acoustical ceiling that can be adjusted to the requirements of each musical performance.





09. QUEST

“Beyond the world-class infrastructure and the full support of the community, what distinguished Atlanta in its Olympic quest—and helped us upset the favored bid of Athens, Greece—was the unforgettable style of Southern hospitality the members of the International Olympic Committee discovered here. Our community always opens its arms and its homes to newcomers—and the FTAA can expect the same kind of welcoming embrace.”

**Billy Payne, Partner, Gleacher Partners LLC,
former Chairman & CEO of the Atlanta Committee for the Olympic Games**

A handwritten signature in black ink that reads "Billy Payne". The signature is fluid and cursive, with a large, stylized "P" and "Y".

In the summer of 1996, Atlanta became the 20th city in the world to have the honor of hosting the Olympic Games. In the Opening Ceremonies, the creativity of the capital city of the New South was clearly on display. After a successful three-year bid campaign, Atlanta

took seven years to prepare for the Games, which produced a US\$5.6 billion impact on the local economy, generated 88,000 new jobs and left more than US\$500 million in legacy facilities, including the Georgia Dome and Turner Field.





10. DIVERSITY

“Atlanta is young, ambitious and diverse. The ethnic variety of the city’s population is greater than the national metropolitan average. The Hispanic community has a long tradition of working together regardless of their original nationality. Collaboration is our strength. In Atlanta, we all work together and we have been doing so for many years.”

**Anna Cablik, President, AnaTek and
AnaSteel, Board Member, Hemisphere, Inc.**

Anna R. Cablik

With its attractive quality of life and rapidly expanding job market, Metro Atlanta draws thousands of newcomers every year and has growing Latin, Asian and African-American communities. More than 183,000 new residents arrived in 2001—more than 500 a day.

With a rapidly increasing Latin presence, Georgia is now home to more than 500,000 Spanish-speaking residents. The Georgia Hispanic Chamber of Commerce has expanded from 172 members in 1996 to more than 1,200 today.





11. HOPE

“The children of the FTAA Secretariat’s families will find a diversity of educational opportunities in the Atlanta metro area. As co-founder of Atlanta International School, I can attest that Atlanta cares about education. Currently, Metro Atlanta’s 600,000 school age children—pre-kindergarten through 12th grade—are served by 27 different public school systems and more than 200 private schools. The U.S. Department of Education recently recognized seven Atlanta area elementary, middle and secondary schools as National Blue Ribbon Schools of Excellence. Additionally, Atlanta International School is the only independent school in the Southeastern U.S. that is accredited by the International Baccalaureate Organization and offers the International Baccalaureate Diploma. We look forward to providing children of the FTAA nations with an educational experience that is academically rewarding, culturally diverse and that inspires each of them to reach for opportunities for higher education.”

Roy Plaut, Co-Founder & Chairman Emeritus, Atlanta International School
Unit President, Kimberly-Clark Corporation, retired

Every child in Georgia who graduates from high school with above average marks is eligible for a HOPE Scholarship, which provides tuition to any college, university or technical school in the state. This groundbreaking program—introduced under Governor Zell Miller in 1993—set a new national standard for

innovation in education and became the model for a federal program. Georgia has invested more than US\$5 billion in HOPE so far—in tuition, fees and book allowances—but more importantly, it has given hope for the future to all of the state’s aspiring students.





12. HERITAGE

“Atlanta is often viewed as a powerhouse of economic and real estate development by those looking in from the outside—and that it is. But from the inside, the view is different. In Atlanta, the lifestyle is relaxed, not frenetic, and although our output is very high—and our business energy is world-class—we make it a point to conduct business with a courtesy that embodies the grand traditions of Southern hospitality. Atlanta is never too busy to say thank you. The friendliness extended by the local shopkeeper reaches to the boardrooms of the city’s most powerful corporations. Success here is measured by the traditional means—but it is also measured by volunteerism, generosity and kindnesses extended in the name of the city. Despite its rapid growth and continuing expansion, Atlanta has not neglected its heritage or abandoned its quality of life. This is a city that lives life to the fullest—and extends its hospitality to all who enter its gates.”

Tom Cousins, Chairman, Cousins Properties

Metro Atlanta takes pride in the 160 golf courses that enhance the city’s relaxed lifestyle. A grand symbol of its heritage as a sports community is found in East Lake Golf Club, which was restored in the 1990s to its former glory. Once the home course of golf legend Bobby Jones, East Lake is now the centerpiece of a US\$120 million urban renewal effort that has transformed a once impoverished area into a

vibrant and diverse neighborhood. Driven by the generosity of a faith-based giving foundation—and reaching beyond the golf course, the East Lake revitalization produced mixed-income housing, a charter school for local children, a family Young Men’s Christian Association (YMCA) and a child development center—all part of Atlanta’s commitment to its past and its future.





13. INCLUSION

“I am often asked why Atlanta was spared the violent demonstrations and flames of rage that tore apart so many cities during the turbulent early years of the Civil Rights Movement. The answer is trade. Although its past was segregated, Atlanta moved quickly to an inclusive future. The city’s business and political leaders opened the gates of commerce and shared power more readily than most. Back then, we called it The Atlanta Way—the way the city moved toward diversity of leadership for the benefit of all. I always said that trade was at the heart of this city’s character—and that trade would lead us to the future. That’s just what I meant when I said Atlanta was ‘the city too busy to hate.’”

**The Honorable Andrew Young, former U.S. Congressman,
U.S. Ambassador to the United Nations & Mayor of Atlanta**

Atlanta gives everyone a chance to prepare for the future. There are 45 accredited degree-granting colleges and universities throughout the Metro Atlanta area. Together, they offer more than 400 fields of study to a student population that hovers around 130,000 year after year. In Atlanta, there are five universities with more than 10,000 students each,

including the Georgia Institute of Technology—the Southeastern U.S. center of emerging technologies—and Georgia State University, a leading research university. Near the heart of the city sits the historic Atlanta University Center, the nation’s largest consortium of private African-American colleges.





14. INFLUENCE

“Atlanta is the home of CNN’s global headquarters, as well as Turner Broadcasting’s vast portfolio of entertainment networks, including three of Latin America’s most-popular pay television channels, Cartoon Network, TNT and Boomerang. The city serves as the hub for both CNN en Español, the number one news network in Latin America, and CNN International, the most watched news network in the world. As such, Atlanta is home to an unrivaled team of journalists who gather, write, produce and deliver news content tailored for viewers throughout the Americas and the world. Both networks are extremely influential, and reach the region’s top political figures, businesspeople and decision makers. When the world’s leaders want to be heard, they speak to CNN, and when Latin Americans want the latest news and information, they turn to CNN en Español and CNN International.”

Juan Carlos Urdaneta, President,
Turner Broadcasting System Latin America, Inc.

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Headquartered in Atlanta, CNN reaches 128 million people in 200 countries around the world. A leading division of the company, CNN en Español is the first all-news network

produced in Spanish. It reaches millions of people throughout Latin America and is the most viewed pan-regional cable news network in Latin America.





15. REACH

“I have the pleasure of extending a welcome to the FTAA on behalf of the 60,000 employees of Delta Air Lines. We call Atlanta our ‘World Port’ because you can reach anywhere in the world through our gateways. Delta is proud to be partnered with the city of Atlanta and the state of Georgia in offering the FTAA a vibrant, prosperous and friendly new home for its Secretariat. We’re looking forward to flying with you as the future takes us to new destinations together.”

**Vicki Escarra, Executive Vice President
and Chief Marketing Officer, Delta Air Lines**

A handwritten signature in black ink that reads "Vicki Escarra". The signature is fluid and cursive, with a long, sweeping underline.

Nothing reflects Atlanta's position as a capital more than the presence of Delta Air Lines. As a travel partner of the FTAA, Delta will help facilitate uninterrupted and inexpensive transportation to and from Atlanta for members of the Secretariat and their guests. Headquartered in Atlanta, Delta is the world's second largest airline in terms of passengers carried, and is

the leading transatlantic airline in the U.S. It delivers more daily departures, serves the largest number of nonstop markets and moves more passengers than any other U.S. airline. From its Atlanta World Port, Delta is within a two-hour flight of 80 percent of the U.S. population.





16. GENEROSITY

“There is a tradition of generosity in Atlanta that has played a major role in the city’s remarkable growth and prosperity. Individuals and corporations continuously step forward to support in substantial ways countless projects that benefit the community and its citizens. Indeed, Robert W. Woodruff, long-time chairman of The Coca-Cola Company, was one of the leading champions of important civic and charitable efforts that have helped separate Atlanta from other cities. His philanthropy and that of many others set a standard of giving that has inspired us all to do everything we can to make Atlanta a better place. From the Woodruff Arts Center to Emory University, from the new Georgia Aquarium to Atlanta University Center, from CARE International to Habitat for Humanity, from Centennial Olympic Park to The Carter Center, evidence of Atlanta’s generosity is on vivid display. This is a city of citizens with a strong sense of compassion and a heartfelt community responsibility.”

Charles H. McTier, President,
The Robert W. Woodruff Foundation

A handwritten signature in black ink, reading "Charles H. McTier".

The Coca-Cola Company, which started in Atlanta when Dr. John Pemberton invented the famous secret formula in 1886, remains one of Atlanta’s leading corporate citizens and business leaders. The company, which is proudly engaged in all of the countries of the Americas, has recently launched a community

restaurant program in Brazil through which it will serve subsidized meals to the disadvantaged. The Atlanta company has joined Brazilian President Luiz Inacio Lula da Silva’s Zero Hunger program to deliver meals for as little as one *real* (US\$0.33)—a reflection of its commitments throughout the Americas.





17. HOSPITALITY

“Atlanta is more than a destination. It is a global gateway for business. Atlanta perennially ranks among the top cities for corporate business meetings. Our hotel and conferencing leadership possesses the flexibility to deliver real value to events and business travelers. The collaborative business partnerships we’ve established make Atlanta an eminently accommodating, convenient and rewarding place to pursue your corporate objectives. Business gets done in Atlanta.”

**Stevan Porter, President,
InterContinental Hotels Group - The Americas**

A handwritten signature in black ink, appearing to read 'Stevan Porter', with a stylized flourish at the end.

With more than 740 hotels and 90,000 guest rooms—many located within minutes driving distance of the downtown business corridor—Atlanta features one of the world’s greatest business meeting infrastructures. The Georgia World Congress Center—set at the center of

Atlanta’s business district—offers 1.5 million square feet (150,000 square meters) of meeting space and has hosted such globally recognized conferences as COMDEX, the Supershow and the International Poultry Exposition.





18. STABILITY

“Atlanta has ranked as one of the fastest growing metro economies in the United States since the 1970s. This strength has helped attract businesses, residents and tourists from throughout the world, transforming Atlanta into a diverse international city. From my discussions with business people from throughout the Southeast U.S. and the rest of the country, I can tell you that they routinely confirm that Atlanta is one of the United States’ preeminent locales for business.”

Jack Guynn, President, Federal Reserve Bank of Atlanta

A handwritten signature in black ink, consisting of a stylized 'J' followed by a long, sweeping horizontal line that curves upwards at the end.

The central bank of the United States—known to most as the Fed—has just 12 locations around the country outside of Washington, D.C. The Federal Reserve Bank of Atlanta supervises the Sixth Federal Reserve District, which includes banks in Alabama, Florida, Georgia and parts of Louisiana, Mississippi, and Tennessee. The Atlanta Fed also plays a key role in determining monetary policy,

helping stabilize prices and encourage economic growth at a sustainable rate. Among its responsibilities, the Atlanta Fed supervises U.S. branches of all Ibero-American and Caribbean banks. The presence of the Atlanta Fed is another symbol of the city’s rise as an economic power and reflects the federal government’s confidence in Atlanta’s long-term economic stability.





19. WIRED

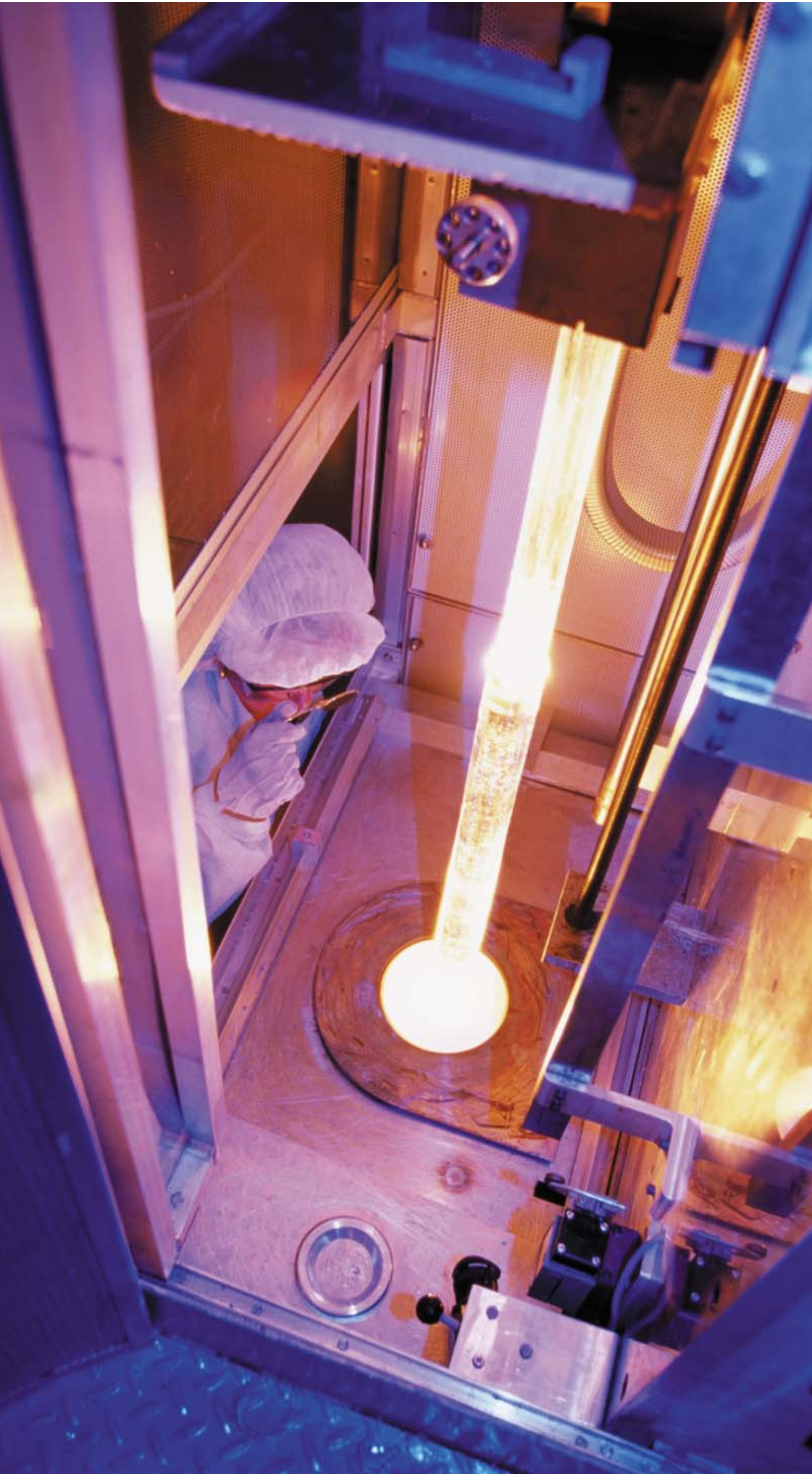
“Atlanta is a technology pioneer. The city’s infrastructure is among the most sophisticated in the world. We were driven to build a world-class metro technology backbone for the Centennial Olympic Games—and we have continued to extend the high-tech momentum since. Atlanta is one of the most competitive telecommunications markets in the country, a fact that translates into real benefits for millions of users.”

Ralph de la Vega, COO, Cingular Wireless

A handwritten signature in black ink, reading "Ralph de la Vega". The signature is stylized with a long horizontal line extending from the end.

As a transmission hub for the country’s two largest fiber trunks—which connects most major populations in North America—Atlanta is one of the most fiber connected cities on the continent. A dozen companies have a fiber presence in the city, which now has more than 10,000 miles (16,000 kilometers) of fiber optic cable connecting all major points. More than 200 Internet Service Providers and more

than 300 Points of Presence make Atlanta the fastest growing city for internet use in the U.S. More than 250 long distance companies operate in Georgia. As a result, 90 percent of Metro Atlanta homes have access to high-speed data via DSL, cable or satellite broadband connections—making it the fourth most wired broadband city in the U.S.





20. SAFE

“Atlanta is among the safest cities in the world. Crime has been dropping for six straight years. The city’s police force has an unmatched level of experience. We’ve successfully managed security, law enforcement and emergency services for a staggering number of public, sporting and cultural events with global interest. It will be a pleasure for us to ensure the security of the FTAA Secretariat with the sensitivity and courtesy appropriate to international diplomats.”

Richard J. Pennington, Atlanta Chief of Police

A handwritten signature in black ink, reading "Richard Pennington". The signature is fluid and cursive, with the first name "Richard" and last name "Pennington" clearly legible.

MARTA, Atlanta’s rapid transit service, is considered by many to be one of the finest rapid rail systems in the United States. Safe, efficient and clean, MARTA accesses virtually every

major neighborhood in Atlanta. It is used by the entire city and its popularity reflects the sense of community and security that Atlantans enjoy.





21. SECURE

“As the world moves toward ever-greater electronic integration—as the Internet becomes even more central to the daily demands of trade and commerce—the security of data and electronic information becomes ever more critical. It may surprise you to learn that the world’s leading developer of Internet security software systems was founded in Atlanta and continues to expand its global business from this city’s power base. That company—ISS—is only one of a dozen leading corporations dedicated to partnering with the FTAA to help ensure the success—and security—of its operations.”

Tom Noonan, Chairman, Internet Security Systems

A handwritten signature in black ink, reading "Thomas E. Noonan".

LAMBDA is a remarkable initiative by key U.S. public and private research entities to create a national optical research network capable of meeting the most advanced research requirements over the next five to ten years. Designed to create a transcontinental advanced communications network, LAMBDA will provide new opportunities for research and information exchange in fields such as engineering, health

care and education, and will stimulate the development of new Internet technologies, protocols and services. As a member institution, Georgia Tech will facilitate network access for research groups across the Southeastern U.S. The network will deliver unparalleled computing power to the region and enable some of the most advanced computer-driven research in North America.





22. SPORT

“As an athlete, I love playing in Atlanta. Not only did Hank Aaron hit most of his 755 homeruns here, but there are few cities as committed to sports as ours. We’ve hosted almost all of the largest events in the world—from the Olympics to the Super Bowl to the World Series of Baseball—and our facilities are second to none. After growing up in Curaçao, I’ve been with the Atlanta Braves for more than seven years and I’ll stay—because there’s really no better place to be for sports—and few cities anywhere can match Atlanta’s quality of life.”

Andruw Jones, Professional Baseball Player, Atlanta Braves

Atlanta’s sporting spirit is apparent from the number and variety of excellent sporting venues in the area, many of which are legacies of the 1996 Olympic Games, such as Turner Field and the Georgia Dome. Philips Arena, just one of a dozen sports facilities in the city, is home to the National Basketball Association’s

Atlanta Hawks and the National Hockey League’s Atlanta Thrashers. Designed to create an intimate spectator experience, Philips seats 20,000 people—and is regularly transformed into a spectacular concert venue, hosting international artists such as Luis Miguel, Madonna and Ziggy Marley.





23. FLAVOR

“I have always ranked Atlanta’s culinary environment among the best in the U.S. The sheer diversity of cuisines will satisfy any restaurant patron, and the abundance of food from almost every corner of the earth will satisfy any gourmet. Atlanta is a great place to eat. It ranks among the world’s most cosmopolitan cities.”

Beatriz “Ticha” Osegueda Krinsky
Co-Chef & Co-Owner, Tierra-Flavor of the Americas

A handwritten signature in black ink that reads "Ticha Krinsky". The script is fluid and cursive.

Atlanta is a restaurant town. The city boasts one of the highest number of restaurants per capita—and ranks third in the U.S. in the frequency with which people dine out. Its culinary diversity is outstanding, drawing from its considerable Latin American, Caribbean,

European and Asian communities. Its neighborhoods offer an array of ethnic cuisines—from Mexican to Thai, Chinese to Peruvian—including the recent surge in popular Brazilian and Argentine churrascarias.





24. CULTURE

“Culture is a hallmark of Atlanta. We have a strong Southern tradition—built on graciousness and a respect for the rights of others. But Atlanta is also a city renowned for its openness. We welcome the infusion of vibrant cultures that are enriching the complexion of this city and creating a dynamic multi-cultural dialogue. A new day is dawning in the Southern U.S.”

Susan V. Booth, Artistic Director, Alliance Theater Company

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The High Museum of Art highlights the exceptional selection of arts and cultural institutions available in Atlanta. The High is the leading art museum in the Southeastern U.S. and features a diverse permanent collection of international works. Upcoming exhibits

include the “Glories of Ancient Egypt,” with pieces dating from the third millennium B.C. The museum also offers live music events and has an active film calendar, regularly screening movies from cultures around the world.





25. FLEXIBILITY

“Atlanta’s cargo capacity isn’t only about volume—but about logistical flexibility. With a high concentration of corporate headquarters, supply chain software firms, warehouse activity and a dynamic, robust airport, we truly have a state-of-the-art logistics infrastructure. And we are forward-thinking: We have recently pioneered a handling system that protects the integrity of incoming perishables and opens new markets for agricultural products grown around the world.”

**José Ignacio González, Founder, Perishables Group International,
and Executive Director, Hemisphere, Inc.**

A stylized, handwritten signature in black ink, consisting of a large, flowing 'J' followed by a series of loops and a final flourish.

Atlanta and the state of Georgia were recently ranked first in a survey of Top 20 North American States/Provinces in Logistics (Warehousing & Distribution) by *Business Facilities* magazine. The city was rated first again in Air Cargo Metro capabilities by

Expansion Management magazine. Atlanta employs more than 67,500 logistics workers in more than 2,000 companies, and is a national leader in air cargo traffic, ground freight movement, intermodal rail traffic, and logistics software.





26. COMPETITIVE

“I’m looking at the cover of *Expansion Management* magazine—the latest 2004 copy—and I see the headline: Atlanta Tops the List of America’s 50 Hottest Cities. I’m not surprised that we’ve been judged again as the top site for business expansion. Atlanta’s competitive strengths—for entrepreneurs and established businesses—continue to mount. Georgia Tech plays a key role by providing this market with a steady stream of the nation’s best graduates capable of technology innovation and engineering excellence. Atlanta’s competitive drive will serve the interests of the FTAA in multiple ways—and, I believe, help trigger innovation across the Americas.”

Dr. G. Wayne Clough, President, Georgia Institute of Technology

A handwritten signature in black ink, reading "G. Wayne Clough". The signature is fluid and cursive, with a long horizontal line extending to the right.

The Advanced Technology Development Center (ATDC) at Georgia Tech—one of the leading business incubators in the U.S.—has helped launch nearly 100 start-up companies since its inception 20 years ago. It is a key feature of the new US\$180 million Technology Square at the heart of Georgia Tech in

Midtown Atlanta. Technology Square, which houses the DuPre College of Management, the Georgia Electronic Design Center, and Georgia Tech’s Economic Development Institute, is a crossroads of business development in Atlanta and the Southern U.S.





27. ENERGY

“I love Atlanta—it’s energetic. Our city is filled with the sights and sounds of a diverse population—and it’s this energy and magnetism that continues to draw people to it each year. There’s just no escaping the charm of a traditional Southern city that’s rapidly keeping pace with a technology driven economy, offering excitement and opportunities for all.”

**James H. Blanchard, Chairman & Chief Executive Officer, Synovus Corporation
and Chairman of the Executive Committee and Director, TSYS**

A handwritten signature in black ink that reads "James H. Blanchard". The signature is fluid and cursive, with a large initial 'J'.

Every year, more than 40,000 runners take to the streets for the Peachtree Road Race—the largest annual 10k running event in the world. While the race is most often won by elite international distance runners, it is truly an event of the people, drawing runners of all ages and abilities to its 6.2 mile (10 kilometer) course through the center of Atlanta.





28. MUSIC

“We’re proud to be from Atlanta—it’s a great city for music and the whole state has an incredible musical heritage. James Brown, Johnny Mercer and the members of the Allman Brothers Band are all Georgia natives, not to mention R.E.M., and there are many others. We still live in Atlanta because our roots are here—and the roots of our music. This is where we’re most inspired. Atlanta offers everything we need. It’s home.”

Ed Roland, Lead Singer, Collective Soul

Atlanta’s vibrant music scene is proven in clubs all over the city every night—and at famous venues like the Fox Theater. Its unique Arabian-themed architecture features an indoor courtyard with a sky full of flickering stars and stage curtains depicting Moorish rulers in hand-sewn sequins and rhinestones. Chastain Park Amphitheater—an outdoor arena open to the stars and surrounded by

trees—is another Atlanta favorite. The Atlanta Jazz Festival, one of many music festivals held annually in the city, is renowned as the largest free jazz festival in the U.S. Now in its 27th year, the festival takes place over 3-4 weeks in May, and hosts the world’s greatest jazz legends in free performances, culminating in a week-end of outdoor shows in Piedmont Park.





29. NEIGHBORHOOD

“When I was transferred to Atlanta as Canadian Consul General for the Southeastern U.S., I was immediately charmed by the city. What I love about Atlanta are the intown neighborhoods—and all the trees. You can have a spacious house with a nice garden 10 minutes from downtown and when you’re there you feel like the city is far away. Canada’s official residence is in one of those beautiful neighborhoods—surrounded by enormous hundred-year-old oak trees, and I couldn’t stand the idea of leaving when it was time for me to retire—so I’ve decided to stay. The woods around Atlanta are full of magnolias, poplars, maples—and of course peach and pecan trees, and they are a presence in every area of the city. Look at Atlanta from the top floors of a skyscraper, and you see a sea of green—with buildings emerging through a canopy of trees.”

Astrid Pregel, Consul General of Canada, retired

A handwritten signature in black ink, appearing to read 'A. Pregel', with a stylized, flowing script.

Atlanta’s neighborhoods afford a gracious lifestyle not possible in many urban areas. From its beautiful old intown neighborhoods—spread along winding roads—to its lush suburban parks, Atlanta’s housing market offers a diversity of architectural styles to match any

taste, and a range of prices to fit any budget. The city’s reputation for providing more home for the dollar than any other major U.S. city is reflected in the moderate cost of living here.





30. FAMILY

“Atlanta’s friendly business climate is talked about a lot—and it is a good place to do business—but only people who live here know that Atlanta is a great place to raise a family, too. Families here have homes in safe neighborhoods with enough space—indoors and out—to allow kids freedom to run around. There are plenty of outdoor opportunities, entertainment attractions, and cultural activities for the entire community.”

Bernie Marcus, Co-Founder, The Home Depot, Philanthropist

The quality of life in Atlanta means a great environment for families. The city offers a diversity of educational opportunities, including award-winning elementary, middle and secondary schools. The mild climate is conducive to year-round outdoor sports and there is an abundance of children’s sports leagues.

With a new world-class aquarium opening in 2005, a variety of cultural attractions such as the Center for Puppetry Arts and Imagine It!—the new children’s museum—Atlanta provides families a wealth of educational and recreational activities.



